

ABSTRACT OF THE DISCLOSURE

A methodology through which a host site may automatically insert relevant links into a set of text. In this methodology, the contents of the text are compared against a database containing character strings, and the character strings from the database contained in the text are identified. Each of the character strings in the database has an associated link that connects to other webpages on the same website or other websites. For each character string of the database found in the contents of the text, the associated link is inserted into the text. In this way, only relevant links are inserted into the text.